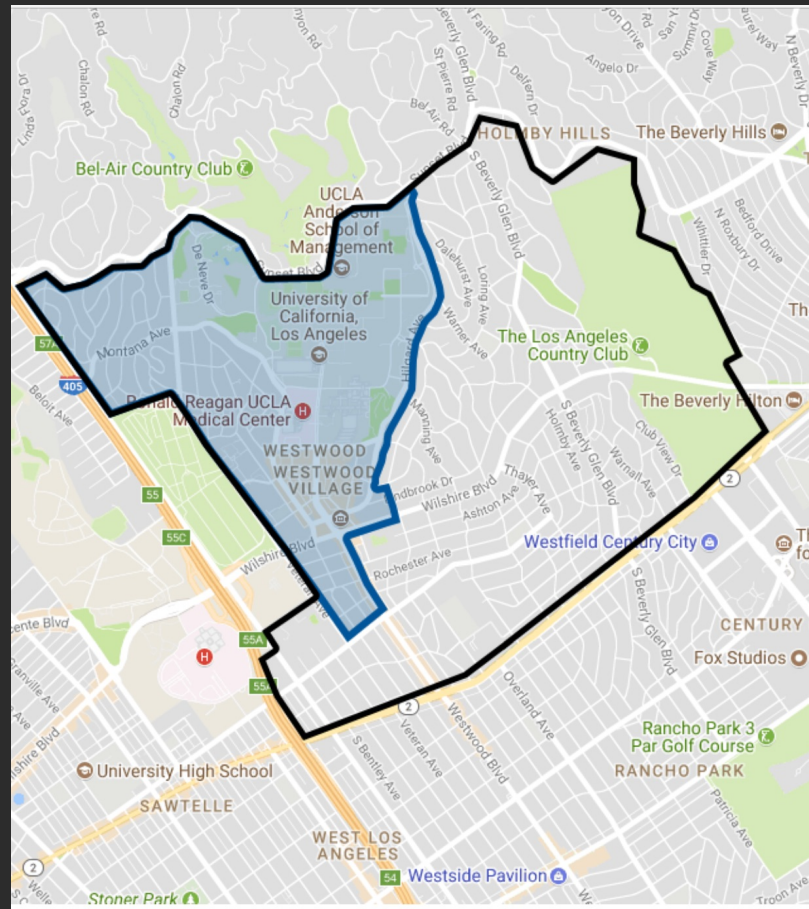


Westwood Forward

a coalition to revitalize Westwood



Overview of Westwood Forward

- ***Who are we?***
Coalition of local businesses, student leaders, homeowners, renters, and UCLA faculty and staff.
- ***What is our goal?*** Reinvent Westwood into a contemporary live-work-play neighborhood by:
 - Encouraging Housing development
 - Supporting new businesses
 - Creating an environment that attracts exciting retail and restaurant concepts.
- ***How will we do this?***
Establish a new neighborhood council to be recognized by the city of Los Angeles as the official voice of our community.



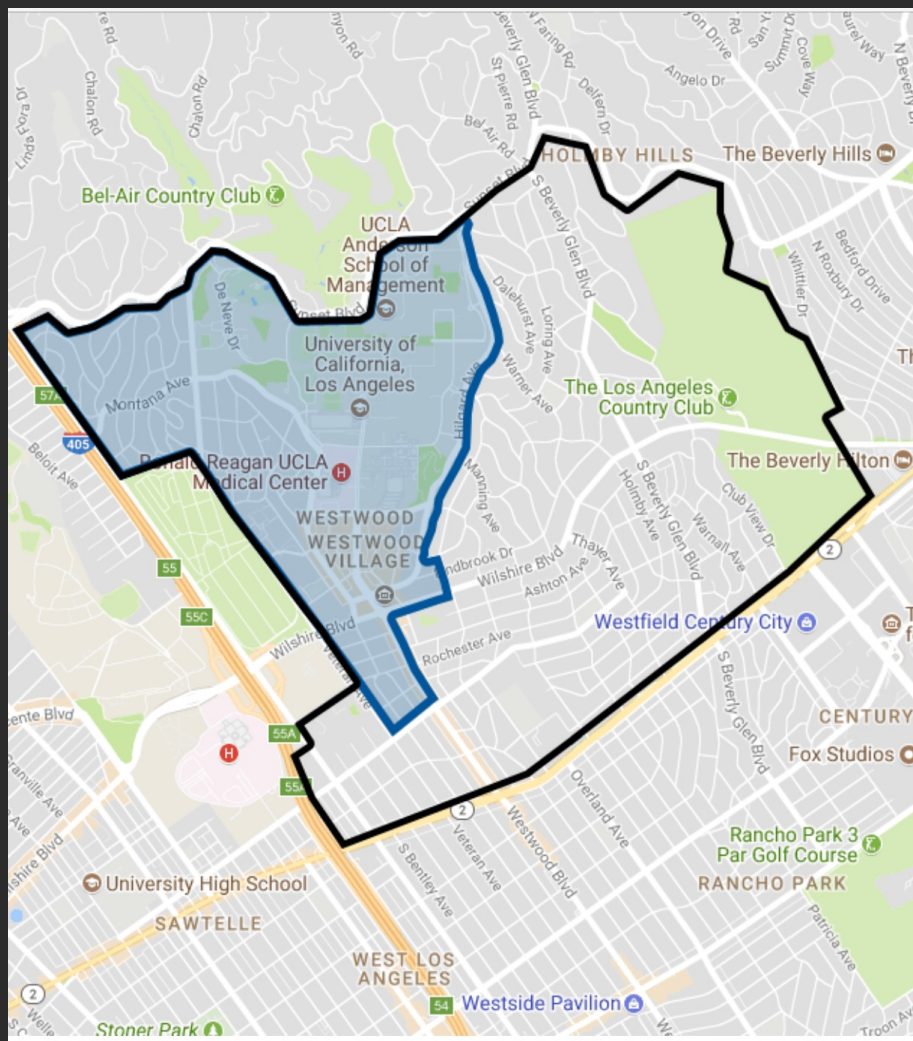
Why a New Neighborhood Council?

The existing Neighborhood council has frequently taken positions that have undermined the revitalization of Westwood such as:

- **Opposing UCLA and private housing projects**
- **Impeding New Business**
 - Opposing D1 Cafe, Rocco's, Barney's Beanery, Broxton Brewery, City Target, Lemonade and other businesses.
 - Prohibitions against happy hours, live music, dancing, pool tables, etc. were among 32 default conditions listed on their website until we campaigned for their removal.
 - Insisting on excessive parking requirements.
 - Opposing a Westwood Village Specific Plan amendment to allow more fast casual restaurants, again until we campaigned for them to change!
- **Operating in an undemocratic fashion**
 - Prohibiting online voting, when it was offered by most NC's across L.A.
 - Repeatedly voting to extend their own terms
 - Openly stating that the interests of property-tax-paying homeowners should be prioritized above all others.



BOUNDARIES



New Council:
Blue
Old Council:
Black

Moving Westwood Forward

- Westwood has an incredible opportunity to reinvent itself as it prepares to become the host neighborhood for the 2028 Olympic Village.
- The Purple Line Subway extension, increased ride sharing and the advent of driverless cars are going to dramatically change how we access Westwood Village
- We need a forward-thinking neighborhood council that embraces these changes and revitalizes Westwood Village by supporting policies that encourage new housing, business and retail in Westwood
- Together, we can move Westwood Forward

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